



How to

**PROFILE YOUR IDEAL
FACEBOOK CUSTOMER**

**SO YOU CAN RUN
PROFITABLE FACEBOOK ADS**

Profiling your ideal FACEBOOK CUSTOMER

Before you start...

This sheet is designed to make you really think about your target customer and get deep down into what drives them. Remember that all excellent marketing is a conversation between two people so the more specific you can be the better your results will be as the more you know the more you can help.

Do you have:

An email list of current/past customers?
If yes then how many and is it in a database?

... and remember!

You'll use the information here to create and build an audience of targets for your business, which means the answers here cannot be guesses; they must be informed by real data. If you are not 100% sure of an answer then we'd advise you leave it blank and think of ways to find out the answers.

A list of current/past customer's mobile numbers? Again how many where?

Your ideal customer is...

Gender

Age Range(s)

Married/Single etc?

Education Level

First Language

Any specific Job Title/Role?

Where are they based?

Country

City

Postcode

More about them...

What are their Hobbies/Interests?

Which magazines/newspapers do they read?

What TV shows/movies might they watch?

Which websites do they frequent?

If you can't think of the answers to the above think to yourself, "why not?"

Being able to find and replicate your success relies on knowing your ideal customer intimately

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Family/home life:

How many children?

Do they own a home?

Do they own a car?

Are they male/female?

How many bedrooms?

Any specific car make?

How old are their children?

Do they own more property?

What's their dream car?

What media do they like?

Favourite TV station OR TV content service such as Amazon Prime/Netflix/SKY?

Is there a radio station, streaming service or type of music they listen to often?

Their special interests...

Do they eat out at a certain restaurant or enjoy a specific type of food?

Are they motivated by a famous or well-known person that they follow?

Are they a sports fan and do they follow a particular sport or team in a competition?

Are they into fitness, training, swimming, outdoor sports or exercise in general?

Are they vocal about environmental issues, green initiatives or recycling?

Do they help out with charity events or make regular donations to certain causes?

Buying habits...

Which clothing brands do they wear?

What type of phone do they have?

Do they shop at a particular supermarket?

Do they own and wear watches?

There are many more categories you may want to delve into and document so don't be afraid to expand on the list above. There may be some that are more industry specific.

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More about your business

In as simple terms as possible trying to use widely used language: What is the major pain point for your customers, what problem do you solve?

Do you go to or exhibit at any conferences or events during the year? If so please list.

List your primary competition and their Facebook page handles (e.g. @name)

Listing as many as you can, what do your customers remark on most about you, your product and/or service?

Who are the leaders and/or experts in your industry?

List as many people, companies, groups and organisations that are similar to your customers and business as possible.

More about your competitors and your industry...

What do they do well?

What do they do badly?

List terms related to your business:

List terms related to your business sector:

What do they do better than you?

What do you do better than they do?

List terms related to your customers:

List terms related to your product/service:

One straightforward technique is to call and actually ask your customer what they need. It sounds odd but can work a treat especially if you can get them to open up about their lives.

Now it's time to use your information

Now, remember that the Facebook Ads platform stores all of this information about all of its users. You can now target your Facebook messages specifically for people who are a perfect match or match the most relevant answers you've filled in.

So if you've managed to fill out most of the questions in this fact find then you must have a good idea of your idea customer.

I remember a long time ago being sat in a room in Central London on a Facebook Ads course with five other students. As we got to know each other it turned out that:

- we were all between 32 and 35 years old
- 4 out of 5 of us were fathers with two children
- all our children were under 4 years old
- 4 out of 5 of us had set up our own businesses
- all of those businesses were less than 3 years old
- 2 of us were from a specific part of Yorkshire

I could go on, but you get the picture. None of us had ever met or had any knowledge of each other before that day yet we'd all been brought together by one person's service and, *ta da*, the power of highly targeted Facebook ads.

A big part is getting your ads right, which is where some of the other sections come in. Let's break down exactly how to interpret the information you've just gathered.

Section 1. Do you have...

If you already have customers or clients and a detailed database with their contact details in then guess what - you can cross check them against Facebook's list. Upload a CSV file with email address or mobile numbers in and Facebook can create an audience of those specific people.

You can then use this to display targeted ads to your customers but importantly you can also use this to create a Look-a-like Audience. Facebook can average out all your customer's likes to create a profile and then match more of its users against this allowing you to target ads to people that don't know you (yet) but who have a very similar background to your current customers.

This is very powerful feature of Facebook ads.

Section 2. Customer Info

Every question listed has a place within the Facebook Ads platform and it's very important to know the basics about your target customer so you can speak directly to them. If you know so much about them what are their needs, what problems do they need answering and from what perspective and what language should you be using to communicate?

Section 3. Your Business

It's always good to have down in front of you what you do and how you do it. This gives you chance to review it constantly and find easier ways to explain it. More than that this section gives you a reference for your ad copy. Just what do you do best?

How does it all come together?

Your Campaign

A campaign is to “work in an organised and active way towards a particular goal”, or in this case the method in which you’re looking to bring onboard new customers. It’s how we term the entire process.

Your Ad Sets

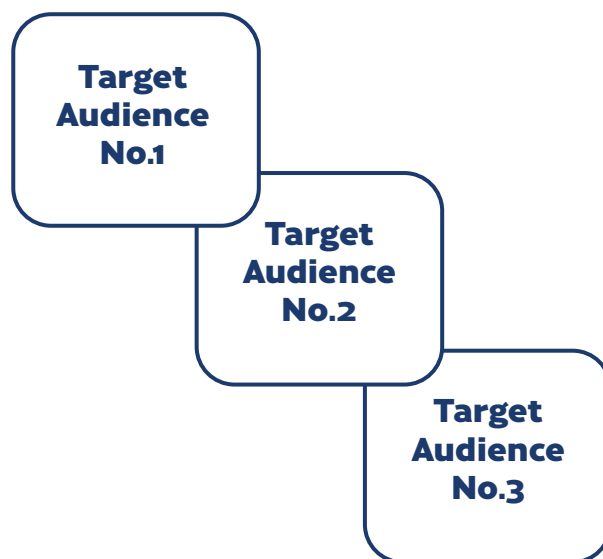
Within each Facebook Campaign you’ll find Ad Sets - this is where you set all the parameters such as age, location etc, your choice of everything you’ve filled in earlier. Ideally you’re testing out a number of these as Ad Set 1 could be a lookalike audience of your current customers. Ad Set 2 can then be a profile using the information you’ve gathered. The test is which works best.

Your Ads


You can then test out a number of different ads and show them specifically to each Ad Set. Image ads, Video Ads, Carousel Ads - there are many variations but the important thing is to grab people’s attention. Use the information you’ve gathered from your current customers to talk directly to your target customer showing you understand them and their problem and how you can specifically help them giving the reasons why.

Your Web Page(s)

The vast majority of ads then lead you to click through to a website which should be clear about the offer and mirror the copy in your ad. If you’re clever about this part then you can install the Facebook Pixel which will record who has visited the page allowing you to create another lookalike audience of visitors.



You may feel like this?
We understand you!
Here’s how we help!
We’re great because...



With Facebook Pixel tracking

Now it's time to get started!

There's no time like the present to get started and put your plans into action. No one becomes great at this overnight but testing and refining your results will always lead to a better outcome in the end.

Don't forget the other books in this series which will help you in all the different areas of setting up and managing your Facebook Ads:

- 1) How to get your Facebook Ads up and running
- 2) How to write great Facebook ads copy
- 3) Picking the perfect image and video for your ads
- 4) Which ad types work best for each industry
- 5) How to optimise your ads for better results
- 6) Creating a profitable Facebook Ads strategy



If you need help or advice on any of these topics get in touch: hello@johnlawley.co.uk

As an agency we create and run hundreds of ads for businesses of all sizes managing their ad spend and creating a great return on investment. Set up your free strategy call with us today.



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